

# SIEDO

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## Southern Idaho Economic Development Organization

Idaho Rural Forum  
April 21, 2011



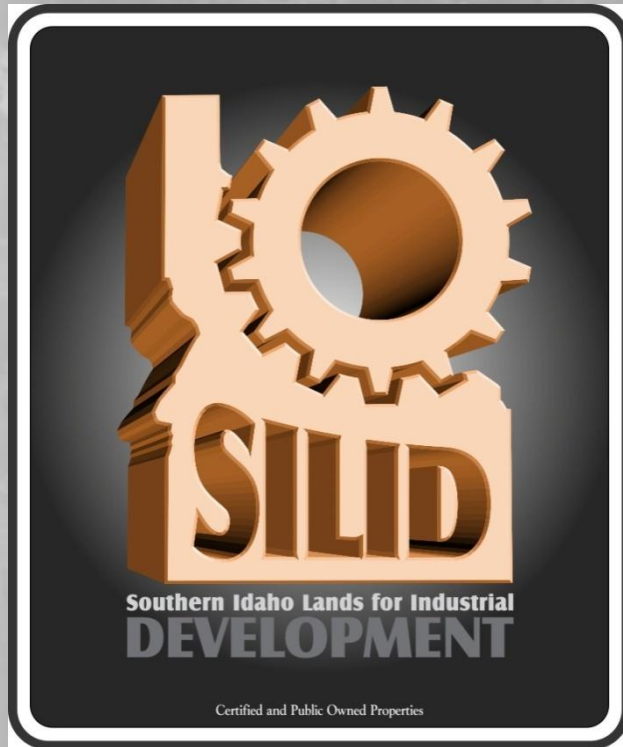
# SIEDO – New Real Estate Initiatives

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- New regional Real Estate Initiatives
  - Operation Facelift (downtown revitalization)
  - Southern Idaho Lands for Industrial Development (SILID)
  - Southern Idaho Rail Estate (land/facilities adjacent to rail)
  - Southern Idaho Cool Spaces (refurbished warehouse, etc)



# SIEDO – Project Land



- ✓ Southern Idaho Lands for Industrial Development (SILID) project already largely completed, is the engine that will drive Project Land. This “engine” provides detailed information for available shovel ready (certified) properties and publicly held land. This information will give outside investors precise data that will allow them to act quickly and in turn, be likely to direct their inquiries to SIEDO.
- ✓ Having this tool with it’s connection to Gem State Prospector, should allow the City to enjoy more opportunities for property proposals.
- ✓ Having and communicating this information will put SIEDO and its economic development partners in a position to market specific land only properties nationwide. The reason for implementing Project Land is to position SIEDO’s team in the most competitive position for business expansion opportunities.



# SIEDO – Project Rail



- ✓ More and more, rail access is critical to business success from a cost and efficiency perspective. Primary companies that use the rail in our territory are grain companies, dairies, alternative energy companies, food commodities companies, plastic manufacturers and more
- ✓ This focus will put South-central Idaho in a position to market nationwide specific to the use of rail. Knowledge of the building structures that are on the rail corridor and specific attributes of each is critical to the success of this program
- ✓ The benefits to rail usage are:
  - ✓ Potential storage for bare land, existing warehouses and silos
  - ✓ Green alternative as compared to truck freight
  - ✓ Cost savings as compared to truck freight especially with larger loads and longer distances
  - ✓ Encourages business expansion as most proposal requests require the use of rail and rail spurs



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# SIEDO – Project Cool Spaces

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- Project Cool Spaces is the third real estate initiative being highlighted by SIEDO during 2011
- Generally, a Cool Space as pictured below is an eclectic mix of new architecture and historical structure. A quote from Mark Rivers “the bones of Twin Falls are good” can also be applied to many of the historic buildings in the SIEDO region
- Spaces such as this one below, are appealing to young entrepreneurs or young-at-heart entrepreneurs alike
- Involving youth in downtown business ownership will clearly drive the expansion of this type of ownership and encourage the social energy of our downtown areas



# SIEDO – Operation Facelift



- Most economic development professionals and downtown revitalization proponents, feel that expenditures for facelifts of various magnitudes are the next critical steps behind infrastructure improvements for downtown revitalization. Operation Facelift, could provide a focal point for these improvements
- Downtown revitalization must be funded through private sector donations. There are no grant funds available for this initiative
- Representatives from each city or community will be part of the Operation Facelift Team
- The team will involve business owners, city leaders, citizens, high school students and other area volunteers
- Donations will come from businesses, suppliers, service clubs and individuals. Donations from suppliers will be from local hardware, lumber & paint stores that will provide paint and painting supplies as well as a modest amount of building materials
- Other contributors will be service clubs, banks, attorneys, cities and more



# SIEDO – Operation Facelift

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The Team Volunteers will be the ground level crew during the event. The Team Facilitators will rally the troops at the local level. The Team Communicators will communicate and direct the Team Facilitators. The Team Manager and Team Director will support the rest of the team and do as much of the leg work as possible.

Team Volunteers – Community, Schools, FFA Members,  
NHS Members, Eagle Scouts and more

Team Facilitators – City Staff or Community Leaders

Teams Coordinators – Area Economic Development Directors

Team Manager – Larry Hall  
Southern Idaho Rural Development

Team Director – Jan Rogers – Executive Director - SIEDO



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# SIEDO Media Presentation

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## Questions & Discussion



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